## REMARKS

Entry of this Amendment and reconsideration are respectfully requested in view of the amendments made to the claims and for the remarks made herein.

Claims 1-11 are pending.

Claims 1-5 are allowed.

Claims 6-11 stand rejected.

Claims 1 and 4-9 have been amended. Claims 10 and 11 have been cancelled.

Claims 6-9 stand rejected under 35 USC §101 as being directed to nonstatutory subject matter. Claims 10 and 11 stand rejected under 35 USC §103(a) as being unpatentable over Hughes (USPPA 2001/0038746) in view of Sawabe (USP no. 5.966.353).

Applicant thanks the Examiner for the indication of allowable subject matter in claims 1-5. Applicant further thanks the Examiner for the suggestion regarding a claim amendment to overcome the rejection of claims 6-9 and has amended the claims to refer to a storage media for storing content rather than referring to a signal that is stored on a data carrier or medium.

For the amendments made to the claims, applicant believes that claims 1-9 are in an allowable form.

With regard to the rejection of claims 10 and 11, applicant respectfully disagrees with and explicitly traverses the reason for rejecting the claims.

However, in the interest of advancing the prosecution of this matter, applicant has elected to remove these claims from further consideration at this time

For the removal of claims 10 and 11, applicant submits that the reason for the rejection of the aforementioned claims is no longer applicable.

For the amendments made to the claims and for the remarks made herein, applicant submits that all the objections and rejections have been overcome and that the claims are in a condition for allowance. Applicant respectfully requests that a Notice of Allowance be issued.

Although the instant Office Action has been made Final, applicant submits that the amendments made to the claims should be entered as the amendments to the claims either place the indicated to be allowable claims in better form and conform to the amendments suggested by the Examiner.

Entry of the amendments to the claims is respectfully requested.

Applicant denies any statement, position or averment stated in the Office Action that is not specifically addressed by the foregoing. Any rejection and/or points of argument not addressed are moot in view of the presented arguments and no arguments are waived and none of the statements and/or assertions made in the Office Action are conceded.

In this Amendment, applicant has amended the claims in conformance with the indication of allowable subject matter. Applicant is not conceding that the subject matter encompassed by the claims, prior to this Amendment, is not patentable. The claims have been amended solely to facilitate expeditious prosecution of the patent application. Applicant respectfully reserves the right to pursue claims, including the subject matter encompassed by claims, as presented prior to this Amendment and additional claims in one or more continuing applications.

Should the Examiner believe that the disposition of any issues arising from this response may be best resolved by a telephone call, the Examiner is invited to contact applicant's representative at the telephone number listed below.

No fees are believed necessary for the timely filing of this paper.  However, if any fees are determined to be necessary for filing this paper, the Examiner is authorized to charge Deposit Account no, for the payment of such fees.	
	Respectfully submitted, Michael Belk, Reg. No. 33,357
Date: January 30, 2010	/Carl A. Giordano/ By: Carl A. Giordano Attorney for Applicant Registration No. 41,780
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CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8(a)	
The undersigned hereby certifies that this docum [ ] Transmitted by facsimile to 571 273 8300; [ ] Electronically transmitted using EFS; [ ] Placed with the US Postal Service with First indicated above; on February, 2010.	·
Print Name	Signature